



# Marketing ROI

8/1/2020





# Preface



# What?



What are we measuring?

**Paid Media**, more specifically digital media and its associative patients and respective revenue

digital Search



Google Ads

digital Display



Google Display Network



facebook Ads



Instagram Ads

digital Directory



healthgrades™



# Where?



Where does Paid Media fall into the overarching source/mediums/channels of Marketing?

- Earned
  - Organic
  - Referral
  - Social
  - Direct
- Paid
  - Digital
    - Search, Display, Directory, Streaming Radio/Video
  - Traditional
    - TV, Radio, Newspaper



# Why?



Why the narrow focus on Digital?

What does Jeff Bezos from 1997 have to say about it?





# What else?



So is Traditional a lost cause?

No, while traditional may not be as measurable as *digital*, we have other ways to hold it accountable such as measuring brand recall in the local market through proprietary research.

Also increases in direct or organic website traffic are good indicators of movement when we deploy high impact ads.

Similarly, we can use the findings from *digital* to help drive our creative strategy with *traditional* channels.



**See The Details In Life**  
Complete and compassionate eye care is always close to home.

Schedule an Appointment Today!  
480-425-2356 | SWeye.com

**Southwestern EYE CENTER**  
CATARACTS | RETINA | CORNEA | GLAUCOMA | COSMETIC SURGERY | DRY EYE

Visit [SWeye.com/COVID-19](https://www.sweye.com/COVID-19) to find out how we are keeping our patients and staff safe.

2018 PULITZER PRIZE WINNER

**ARIZONA REPUBLIC**  
TUESDAY, MARCH 31, 2020 azcentral.com PART OF THE USA TODAY NETWORK

**'STAY AT HOME' ORDERED**

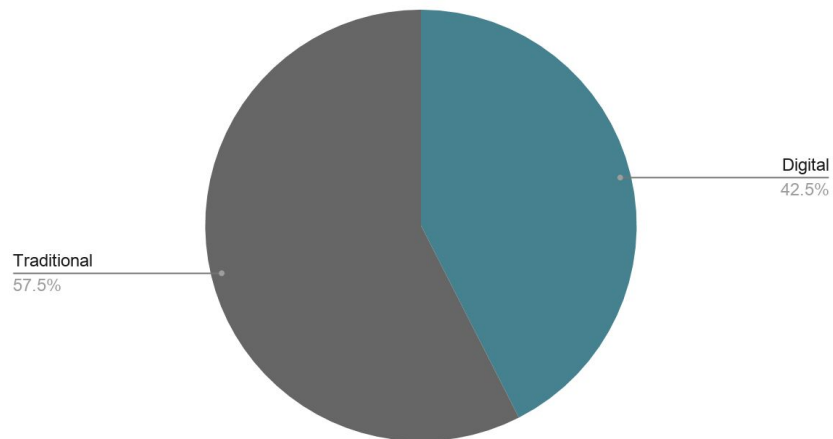


# How?

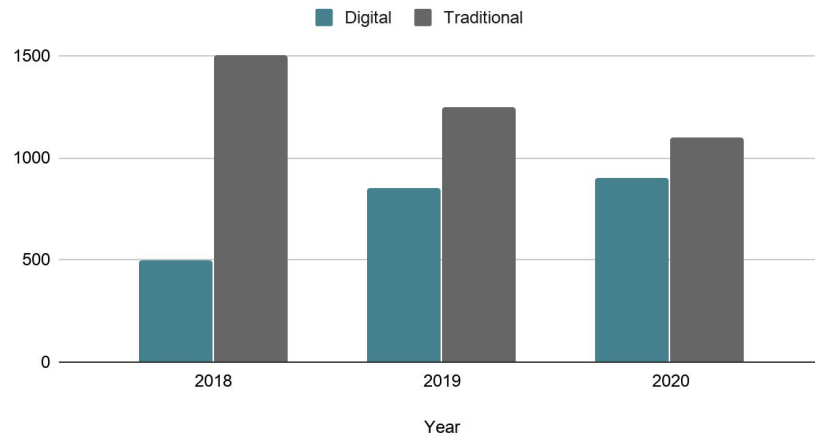


The context of Digital, how much of our paid efforts does digital comprise?

8/2018 : 1/2020



Digital and Traditional





# Methodology





# Addressability



What is that makes digital so measureable?

Cookies, emails and phone numbers!



WEBSITE  
COOKIES



**john.doe@gmail.com**



**602-598-7609**

```
GET /schedule-online/ HTTP/1.1  
Host: www.goodeyes.com  
Cookie: sessionToken=abc123  
Referrer: https://google.com
```



# Addressability



Scenarios where tracking digital becomes problematic:

## Multi-Channel Attribution

- Someone sees a Display Ad, doesn't click through but uses a search engine and clicks through on an Organic Result

## Tracking Technicalities

- Someone goes to a location page on our website and calls the clinic direct number
- Someone clicks through a paid campaign, doesn't immediately convert and deletes their cookies or uses a different device hours or days later

## Match-back Obscurity

- A patient's friend or relative calls from their personal phone but the patient's phone gets logged in nextgen not the relative



# Addressability

We have found ways around this but historically this was true for our ROI model

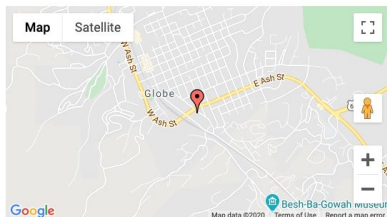
[Home](#) > [Locations](#) > [GLOBE](#)

## FIND AN EYE DOCTOR NEAR YOU

If you live in Globe and you're looking for help managing your eye health, visit the optometrists at Barnet Dulaney Perkins Eye Center. We are conveniently located on Ash St, just north of American Legion.

**This location is currently scheduling eye care appointments.**

See below for our hours or learn more about our COVID-19 response [here](#).



### OFFICE ADDRESS

520 S. Hill St.  
Globe, AZ 85501

### OFFICE PHONE

928-425-8989

[Get Directions](#)

[Request an Appointment](#)

### CLINIC & OPTICAL HOURS

**Mon.** 8:00 AM - 5:00 PM  
**Tue.** 8:00 AM - 5:00 PM  
**Wed.** 8:00 AM - 5:00 PM  
**Thu.** 8:00 AM - 5:00 PM  
**Fri.** 8:00 AM - 5:00 PM

<https://www.aodeves.com/schedule-online/>

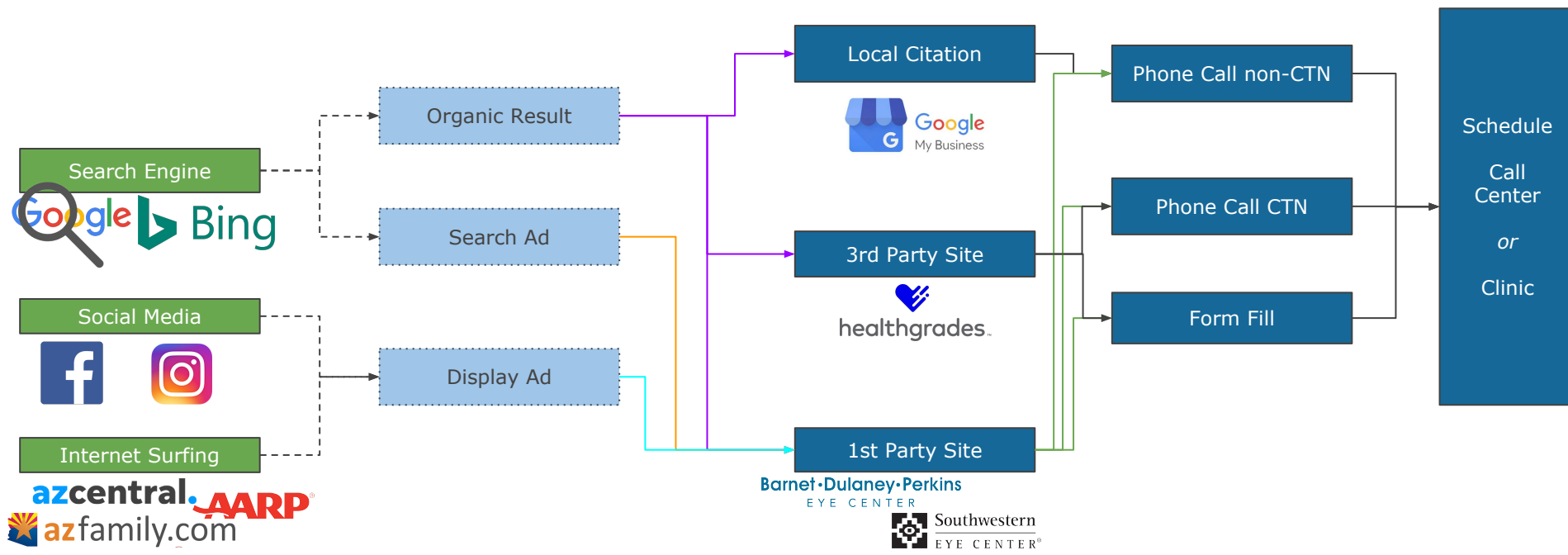




# Patient Journey



Possible paths to conversion - often times very complex





# Ads & Click Journey



A few examples of Ads from the sources we discussed earlier in Slide 3 as it relates to the Journey

open & view the full size ads

## digital Search

A screenshot of a Google search results page. The search bar contains the text "ophthalmologist near me". Below the search bar, there are tabs for "ALL", "MAPS", "SHOPPING", "NEWS", "IMAGES", and "VIDEOS". The "ALL" tab is selected. The first result is an advertisement from "www.goodeyes.com/eye-doctors". The ad title is "Ophthalmologists in Phoenix - Ranked #1 Eye Care in Arizona". The ad text describes the services offered at Barnet Dulaney Perkins Eye Center, including LASIK, cataract surgery, and retinal surgery. It also mentions financing options and eye wear. Below the ad text, there are links for "Locations", "Accepted Insurances", and "Contact Us". At the bottom of the ad, there is a location pin icon and the address "Phoenix - N 22nd St" with a note "Hours & services may vary".

## digital Display

A screenshot of a digital display advertisement for Barnet Dulaney Perkins Eye Center. The ad features a woman wearing a straw hat and sunglasses, smiling. The text on the ad reads "LASIK 20% OFF for 20 DAYS". Below the image, it says "EVENT.GOODEYES.COM" and "20% off LASIK Vision Correction". There is a "LEARN MORE" button. At the bottom of the ad, there are icons for "Like", "Comment", and "Share".

## digital Directory

A screenshot of a digital directory listing. It features two profiles. The first profile is for Dr. Aaron Amacher, MD, located at 4800 N 22nd St, Phoenix, AZ 85016. It includes a "Request Appointment" button and the phone number (602) 427-9930. The second profile is for Dr. Deepti Saini, MD, located at 4921 E Bell Rd Ste 102, Scottsdale, AZ 85254. It also includes a "Request Appointment" button and the phone number (602) 607-1612. Both profiles show their ratings and the number of reviews.



# Examples



# Who?



New patients within 3 years, must have had a new patient appointment with a corresponding new patient CPT charge after a Lead Create date.

## New Patient CPT

92002, 00000L6, 99223, 99205, W9999, 99203, PEXAM, 00000L7, NC99203, 00000L5, S0620T, 99254, PREOPCL, 99202, 92004H, CONSULTRE, NC92004, S0620, REF79, S0620S, W9995, 99204, NC99201, 99253, NC92002, EXAMRX, 00000L9, 99201, 99201C, 99252, 92004, RRE



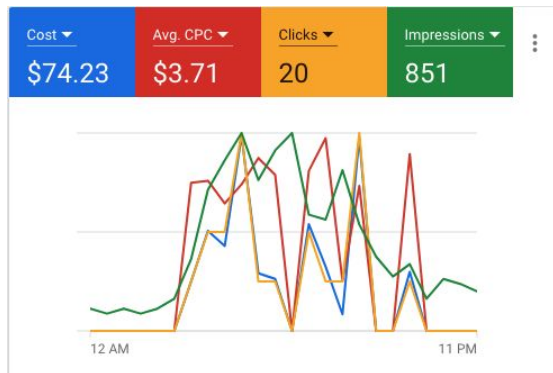
# Example 1



Barnet Dulaney Perkins patient: “Diane (censor)”

This is what we call the  
“Lead Create” date

Closest to the cost  
incurred



Diane | censor  
626-I censor  
Covina Baldwin Park, CA

Total Interactions: 1  
First Call: May 18, 2020 2:15pm

Tracking Number:  
goodeyes.com number pool 1  
Initial Source: Google Ads"+eye +clinic"

May 18, '20 2:15 PM Inbound Call

8:16 AM First Touch Milestone

Source	Google Ads	Landing Page URL Variables
Campaign	Search_BDP_Other Arizona_General Eye Care	utm_source: google
Medium	cpc	utm_medium: cpc
Keywords	+eye +clinic	utm_campaign: generaleyecare
Device / Browser	Chrome	gclid: EAlalQobChMI56Teu73k4wIVFsRkCh3McgqV EAYASAAEgJZ5_D_BwE

Landing Page URL Variables

utm_source	google
utm_medium	cpc
utm_campaign	generaleyecare
gclid	EAlalQobChMI56Teu73k4wIVFsRkCh3McgqV EAYASAAEgJZ5_D_BwE





# Example 1 *cont'd*



Barnet Dulaney Perkins patient: “Diane King”

	person_id	PhoneNum	PhoneType	cnt_inst_phone	last_name	first_name
1	B73C0FB4-3305-4	6023	alt_phone	2		diane
2	B73C0FB4-3305-4	6266	home_phone	2		diane

	customer_phone_number	duration	created_at	device_type
1	+16023	428	2019-07-19 09:08:48.170	Desktop
2	+16023	279	2019-07-19 09:15:59.963	Desktop
3	+16023	357	2019-07-19 09:22:02.700	Desktop
4	+16023	192	2019-07-19 09:36:32.577	Desktop
5	+16266	633	2020-05-18 14:15:06.467	Mobile

26 billed encounters for a net total of \$12,266 in received.

We spent **\$74** dollars for this campaign on this day

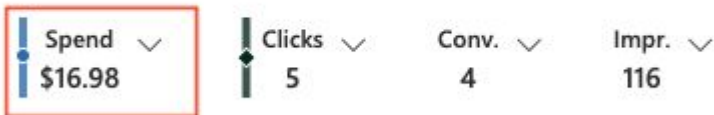
	practice_id	appt_date	last_name	first_name	home_phone	appt_creator	appt_creator_grp	service_item_id	event	description	alex_loc_name
1	0011	2019-07-23	King	Diane	626	Candice	Call Center	92004	Complete New	Spruance OD, Robert D	Goodyear
2	0011	2019-07-23	King	Diane	626	Candice	Call Center	92134	Complete New	Spruance OD, Robert D	Goodyear
3	0011	2019-07-24	King	Diane	626			92004	Consult	Horsman MD, Brian	Goodyear
4	0011	2019-07-24	King	Diane	626			92134	Consult	Horsman MD, Brian	Goodyear
5	0011	2019-07-24	King	Diane	626			92242	Consult	Horsman MD, Brian	Goodyear
6	0011	2019-08-02	King	Diane	626			92025AA	A Scan	Perkins MD, Scott A	Goodyear
7	0011	2019-08-02	King	Diane	626			92138c	A Scan	Perkins MD, Scott A	Goodyear
8	0011	2019-08-02	King	Diane	626			99213	History & Physical	Henderson PAC, Jacquelyn	Goodyear
9	0011	2019-08-02	King	Diane	626			NC92025AA	A Scan	Perkins MD, Scott A	Goodyear
10	0011	2019-08-06	King	Diane	626			92014	Pre Op	Perkins MD, Scott A	Sun City - Del Webb
11	0011	2019-08-15	King	Diane	626			66984	Cataract ORA Lensx*	Perkins MD, Scott A	Phoenix
12	0011	2019-08-15	King	Diane	626			PKA	Cataract ORA Lensx*	Perkins MD, Scott A	Phoenix
13	0011	2019-08-16	King	Diane	626			99024	1 Day PO	Spruance OD, Robert D	Goodyear
14	0011	2019-08-21	King	Diane	626			99024	1 Wk PO	Spruance OD, Robert D	Goodyear
15	0011	2019-08-29	King	Diane	626			66984	Cataract ORA Lensx*	Perkins MD, Scott A	Phoenix
16	0011	2019-08-29	King	Diane	626			PKA	Cataract ORA Lensx*	Perkins MD, Scott A	Phoenix
17	0011	2019-08-30	King	Diane	626			99024	1 Day PO	Spruance OD, Robert D	Goodyear
18	0011	2019-09-06	King	Diane	626			99024	Post Op	Spruance OD, Robert D	Goodyear
19	0011	2019-09-18	King	Diane	626			99024	Post Op	Spruance OD, Robert D	Goodyear
20	0011	2020-06-04	King	Diane	626	Alexandra	Call Center	92014	Complete Est	Spruance OD, Robert D	Goodyear
21	0011	2020-06-04	King	Diane	626	Alexandra	Call Center	92134	Complete Est	Spruance OD, Robert D	Goodyear
22	0011	2020-06-10	King	Diane	626			NULL	Refraction Check	Spruance OD, Robert D	Goodyear
23	0011	2020-06-10	King	Diane	626			92012	Follow Up	Spruance OD, Robert D	Goodyear
24	0011	2020-06-19	King	Diane	626			99213	History & Physical	Henderson PAC, Jacquelyn	Goodyear
25	0011	2020-06-26	King	Diane	626			66821	Yag*	Rabinowitz MD, Andrew I	Sun City - Del Webb
26	0011	2020-07-09	King	Diane	626			99024CY	2 Wk PO	Spruance OD, Robert D	Goodyear
27	0011	2020-07-10	King	Diane	626			66821	Yag*	Rabinowitz MD, Andrew I	Sun City - Del Webb



## Example 2

Barnet Dulaney Perkins patient:  
"Christine (censor)"

### Performance



### Keywords

Keyword	Spend	Clicks	Impr.
+eye care clinic	\$14.54	4	68
eye doctor +near +me	\$2.44	1	10
[eye clinic]	\$0.00	0	0
[eye care]	\$0.00	0	0
[vision clinic]	\$0.00	0	0

The screenshot displays a CRM interface with a top navigation bar (Contacts, Conversations, Marketing, Sales, Service, Automation, Reports) and a sidebar. The main content area shows contact details for Christine Hegland (censor) and a form submission titled "First Contact - Christine".

**Contact Details:**

- Name: Christine Hegland (censor)
- Email: fastmail.fm
- Phone number: 9282 (censor)
- Contact owner: Maria Chavez
- Last contacted: 10/29/2019 1:42 PM MST
- Lead status: Scheduled BDP
- Sub Specialty: Cataract
- Desired Location: Sun City, AZ
- Message: Cataract surgery

**Form Submission:**

Christine Hegland submitted [Consult Request - General Eye on Schedule Your Eye Exam | Barnet Dulaney Perkins Eye Center](#) on Oct 27, 2019 at 2:14 PM MST.

Updated 11 properties:

Create Date	Oct 27, 2019 2:15 PM
Desired Location	Sun City, AZ
Email	censor @fastmail.fm
First Name	Christine
Last Name	censor
Message	Cataract surgery
Phone Number	censor
Receive our monthly newsletter	No
utm_campaign	Bing_BDP_Phoenix_General Eye Care
utm_medium	cpc
utm_source	bing

**Website Activity:**

3 SITE VISITS, 29 PAGES VIEWED



## Example 2 *cont'd*



Barnet Dulaney Perkins patient: “Christine (censor)”

	practice_id	person_id	last_name	email_address	first_name	home_phone	sec_home_phone	day_phone	alt_phone
1	0011	D00079BE-C	(censor)	(censor)@FASTMAIL.FM	Christine	928 (censor)			

	caller_id	call_datetime	dialed_number	connect_time...
1	+1928	2019-10-28 08:58:06.000	Sun City Del Webb Main	0
2	+1928	2019-10-28 09:22:18.000	Sun City Del Webb Main	0
3	+1928	2019-11-11 11:01:43.000	Barnet Dulaney Perkins Main	87
4	+1928	2020-03-21 16:05:00.000	Sun City Del Webb Main	0
5	+1928	2020-04-22 10:12:23.000	Sun City Del Webb Main	48
6	+1928	2020-04-24 13:29:46.000	Sun City Del Webb Main	32
7	+1928	2020-04-27 09:25:10.000	Phoenix Main	91
8	+1928	2020-04-27 10:04:44.000	Barnet Dulaney Perkins Main	35
9	+1928	2020-04-24 12:55:59.000	Sun City Del Webb Main	47
10	+1928	2020-04-29 08:17:14.000	Sun City Del Webb Main	123
11	+1928	2020-04-30 16:11:04.000	Phoenix Main	49
12	+1928	2020-05-27 08:32:22.000	Sun City Del Webb Main	174
13	+1928	2020-06-05 13:39:17.000	Billing Department	260

25 billed encounters at for a net total of **\$10,966** in received.

We spent **\$17** dollars for this campaign and **\$2** dollars for these keywords on this day

	practice_id	create_date	appt_date	last_name	first_name	home_phone	appt_creator_grp	service_item_id	event	description	alex_loc_name
1	0011	2019-10-28	2019-10-30	(censor)	Christine	928 (censor)	Call Center	92004	Complete New	Hanley OD, Michael	Sun City - Del Webb
2	0011	2019-10-28	2019-10-30	(censor)	Christine	928 (censor)	Call Center	92134	Complete New	Hanley OD, Michael	Sun City - Del Webb
3	0011	2019-10-30	2019-11-11	(censor)	Christine	928 (censor)		92136tc	A Scan	Perkins MD, Scott A	Sun City - Del Webb
4	0011	2019-10-30	2019-11-11	(censor)	Christine	928 (censor)		99213	History & Physical	Singh PA, Jagpreet	Sun City - Del Webb
5	0011	2019-10-30	2019-11-11	(censor)	Christine	928 (censor)		NC92025AA	A Scan	Perkins MD, Scott A	Sun City - Del Webb
6	0011	2019-10-30	2019-11-12	(censor)	Christine	928 (censor)		7651926t	Pre Op	Perkins MD, Scott A	Sun City - Del Webb
7	0011	2019-10-30	2019-11-12	(censor)	Christine	928 (censor)		92002	Pre Op	Perkins MD, Scott A	Sun City - Del Webb
8	0011	2019-11-14	2019-11-19	(censor)	Christine	928 (censor)		66984	Cataract ORA Lensx*	Perkins MD, Scott A	Sun City - Del Webb
9	0011	2019-11-14	2019-11-19	(censor)	Christine	928 (censor)		PKB	Cataract ORA Lensx*	Perkins MD, Scott A	Sun City - Del Webb
10	0011	2019-10-30	2019-11-20	(censor)	Christine	928 (censor)		99024	1 Day PO	Hanley OD, Michael	Sun City - Del Webb
11	0011	2019-10-30	2019-11-25	(censor)	Christine	928 (censor)		99024	1 Wk PO	Hanley OD, Michael	Sun City - Del Webb
12	0011	2019-11-27	2019-12-03	(censor)	Christine	928 (censor)		66984	Cataract ORA*	Perkins MD, Scott A	Sun City - Del Webb
13	0011	2019-11-27	2019-12-03	(censor)	Christine	928 (censor)		PKD	Cataract ORA*	Perkins MD, Scott A	Sun City - Del Webb
14	0011	2019-10-30	2019-12-04	(censor)	Christine	928 (censor)		99024	1 Day PO	Hanley OD, Michael	Sun City - Del Webb
15	0011	2019-12-04	2020-01-07	(censor)	Christine	928 (censor)		99024	Post Op	Hanley OD, Michael	Sun City - Del Webb
16	0011	2020-03-21	2020-03-23	(censor)	Christine	928 (censor)		92014	Emergency	Brussels OD, Martin	Sun City - Del Webb
17	0011	2020-04-22	2020-04-22	(censor)	Christine	928 (censor)	Call Center	92014	Emergency	Desai OD, Zeelane	Sun City - Del Webb
18	0011	2020-04-22	2020-04-22	(censor)	Christine	928 (censor)	Call Center	922500	Emergency	Desai OD, Zeelane	Sun City - Del Webb
19	0011	2020-04-23	2020-04-23	(censor)	Christine	928 (censor)		92014	Emergency	Horsman MD, Brian	Sun City - Del Webb
20	0011	2020-04-23	2020-04-23	(censor)	Christine	928 (censor)		92134	Emergency	Horsman MD, Brian	Sun City - Del Webb
21	0011	2020-04-23	2020-04-23	(censor)	Christine	928 (censor)		99213	History & Physical	Singh PA, Jagpreet	Sun City - Del Webb
22	0011	2020-04-24	2020-04-27	(censor)	Christine	928 (censor)		67108	Surgery Specialist*	Alam MD, Suhail	Sun City - Del Webb
23	0011	2020-04-23	2020-04-28	(censor)	Christine	928 (censor)		99024RS	1 Day PO Retina	Desai OD, Zeelane	Sun City - Del Webb
24	0011	2020-04-23	2020-05-11	(censor)	Christine	928 (censor)		92134	2 Wk PO	Alam MD, Suhail	Sun City - Del Webb
25	0011	2020-04-23	2020-05-11	(censor)	Christine	928 (censor)		99024RS	2 Wk PO	Alam MD, Suhail	Sun City - Del Webb



# Example 3



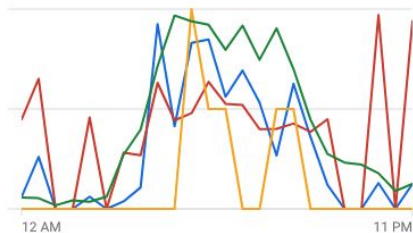
Barnet Dulaney Perkins patient: "Patricia (censor)"

## Keywords

+ ADD KEYWORD

	Cost	Clicks	Impressions
● eye doctor +near +me	\$93.15	19	335
● +eye +specialist	\$13.62	3	103
● +optometrist +near +me	\$7.29	2	22
● +eye +doctor +near +me	\$0.00	0	0
● +ophthalmologist	\$0.00	0	34

Cost	Avg. CPC	Conversions	Impressions
\$417	\$3.97	6.00	2.83K



Kinderhook, NY  
518-! censor  
Kinderhook, NY

Total Interactions: 1

First Call: Jun 5, 2019 3:17pm

Tracking Number: goodeyes.com number pool 1  
Initial Source: Google Ads"eye doctor +near +me"

3:17 PM Inbound Call

3:16 PM First Touch, Lead Creation, and Qualified Milestones

Source	Google Ads
Campaign	Search_Other Arizona_General Eye Care
Medium	CPC
Keywords	eye doctor +near +me
Device / Browser	Chrome

## Landing Page URL Variables

utm_source	google
utm_medium	cpc
utm_campaign	generaleyecare
gclid	CjwKCAjw0N3nBRBvEiwAHMwvNjJESoG0P H55wuvbpoFrCgJ383H9rHKVUlnLujM5Cn0 mu6MCFei8YhoC-GIQAvD_BwE





## Example 3 *cont'd*



Barnet Dulaney Perkins patient: “Patricia Pollack”

	practice_id	person_id		last_name	email_address	first_name	home_phone	sec_home_phone	day_phone	alt_phone
1	0011	822CA8C6-FAD8-46B:	sensor	sensor	sensor	@gmail.com	Patricia	518:	sensor	

	customer_phone_number	duration	created_at	device_type
1	+1518:	658	2019-06-05 15:17:41.153	Desktop

20 billed encounters at for a net total of \$5,089 in received.

We spent \$417 dollars for this campaign and \$93 dollars for these keywords on this day

	practice_id	create_date	appt_date	last_name	first_name	appt_creator	service_item_id	event	description	alex_loc_name
1	0011	2017-01-05	2017-01-17	Patricia	Arianna	92004	92004	Complete New	Fisher OD, Mary V	Goodyear
2	0011	2019-06-05	2019-06-25	Patricia	Maria	92014	92014	Complete Est	Fisher OD, Mary V	Goodyear
3	0011	2019-06-05	2019-06-25	Patricia	Maria	92133	92133	Complete Est	Fisher OD, Mary V	Goodyear
4	0011	2019-06-05	2019-06-25	Patricia	Maria	Nc92134	Nc92134	Complete Est	Fisher OD, Mary V	Goodyear
5	0011	2019-06-25	2019-08-16	Patricia		76514	76514	Visual Field	Fisher OD, Mary V	Goodyear
6	0011	2019-08-07	2019-08-16	Patricia		92012	92012	Pressure Check	Fisher OD, Mary V	Goodyear
7	0011	2019-06-25	2019-08-16	Patricia		92083	92083	Visual Field	Fisher OD, Mary V	Goodyear
8	0011	2019-08-07	2019-08-16	Patricia		92136	92136	A Scan	Atodaria MD, Neil	Goodyear
9	0011	2019-08-07	2019-08-16	Patricia		99213	99213	History & Physical	Henderson PAC, Jacquelynn	Goodyear
10	0011	2019-08-07	2019-08-16	Patricia		NC92025AA	NC92025AA	A Scan	Atodaria MD, Neil	Goodyear
11	0011	2019-06-25	2019-08-19	Patricia		92012	92012	Pre Op	Atodaria MD, Neil	Surprise
12	0011	2019-06-25	2019-08-19	Patricia		9213626	9213626	Pre Op	Atodaria MD, Neil	Surprise
13	0011	2019-08-19	2019-08-22	Patricia		66984	66984	Cataract ORA*	Atodaria MD, Neil	Sun City - Del Webb
14	0011	2019-08-19	2019-08-22	Patricia		PKD	PKD	Cataract ORA*	Atodaria MD, Neil	Sun City - Del Webb
15	0011	2019-06-25	2019-08-23	Patricia		99024	99024	1 Day PO	Brussels OD, Martin	Sun City - Del Webb
16	0011	2019-06-25	2019-08-30	Patricia		99024	99024	1 Wk PO	Fisher OD, Mary V	Goodyear
17	0011	2019-09-03	2019-09-05	Patricia		66984	66984	Cataract ORA*	Atodaria MD, Neil	Sun City - Del Webb
18	0011	2019-09-03	2019-09-05	Patricia		PKD	PKD	Cataract ORA*	Atodaria MD, Neil	Sun City - Del Webb
19	0011	2019-08-28	2019-09-06	Patricia		99024	99024	1 Day PO	Spruance OD, Robert D	Goodyear
20	0011	2019-06-25	2019-09-25	Patricia		99024	99024	3 Wk PO	Fisher OD, Mary V	Goodyear



# Results

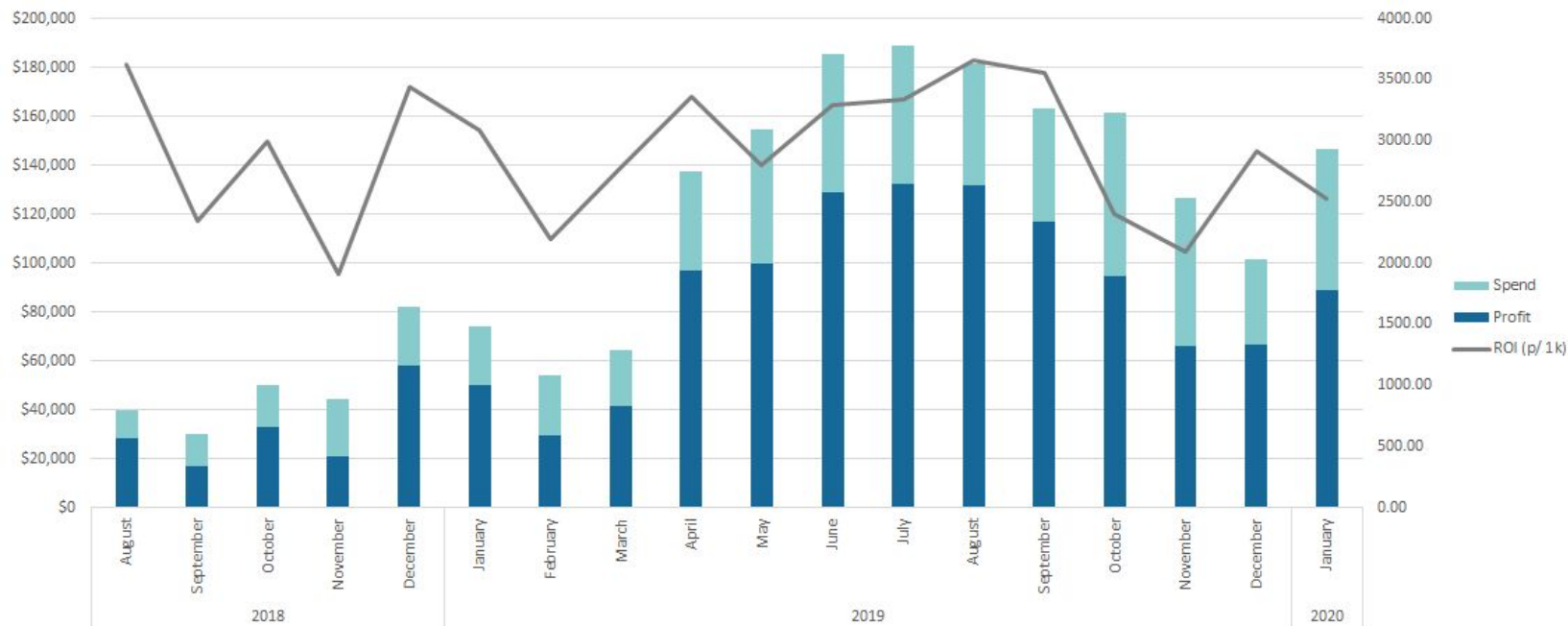


# Results



fx **Revenue** = Profit + Spend

**Revenue** = \$1,986,474 | **Spend** = \$684,282 | **ROI** = 2.9x





# Results x Date

ROI = received / expenses

ROI is a measure for every \$1000 dollars spent

High Spend & High Efficiency

	G	H	I	J	K	L	M	N
1								
2		<b>Year</b>	<b>Month</b>	<b>Revenue</b>	<b>Spend</b>	<b>Delta</b>	<b>ROI (p/ 1k)</b>	<b>Rank ROI</b>
3		2018	August	\$39,511	\$10,914	\$28,598	3,620	2
4		2018	September	\$29,998	\$12,811	\$17,187	2,342	15
5		2018	October	\$49,832	\$16,629	\$33,203	2,997	9
6		2018	November	\$44,124	\$23,144	\$20,980	1,906	18
7		2018	December	\$82,192	\$23,896	\$58,296	3,440	4
8		2019	January	\$74,289	\$24,050	\$50,239	3,089	8
9		2019	February	\$53,895	\$24,514	\$29,381	2,199	16
10		2019	March	\$64,558	\$23,197	\$41,361	2,783	12
11		2019	April	\$137,649	\$40,895	\$96,755	3,366	5
12		2019	May	\$154,926	\$55,384	\$99,542	2,797	11
13		2019	June	\$185,300	\$56,356	\$128,945	3,288	7
14		2019	July	\$188,872	\$56,526	\$132,346	3,341	6
15		2019	August	\$181,596	\$49,625	\$131,971	3,659	1
16		2019	September	\$163,116	\$45,893	\$117,224	3,554	3
17		2019	October	\$161,655	\$67,192	\$94,463	2,406	14
18		2019	November	\$126,704	\$60,448	\$66,256	2,096	17
19		2019	December	\$101,565	\$34,770	\$66,794	2,921	10
20		2020	January	\$146,693	\$58,039	\$88,654	2,527	13
21		<b>Grand Total</b>		<b>\$1,986,474</b>	<b>\$684,282</b>	<b>\$1,302,192</b>	<b>2,903</b>	<b>11</b>



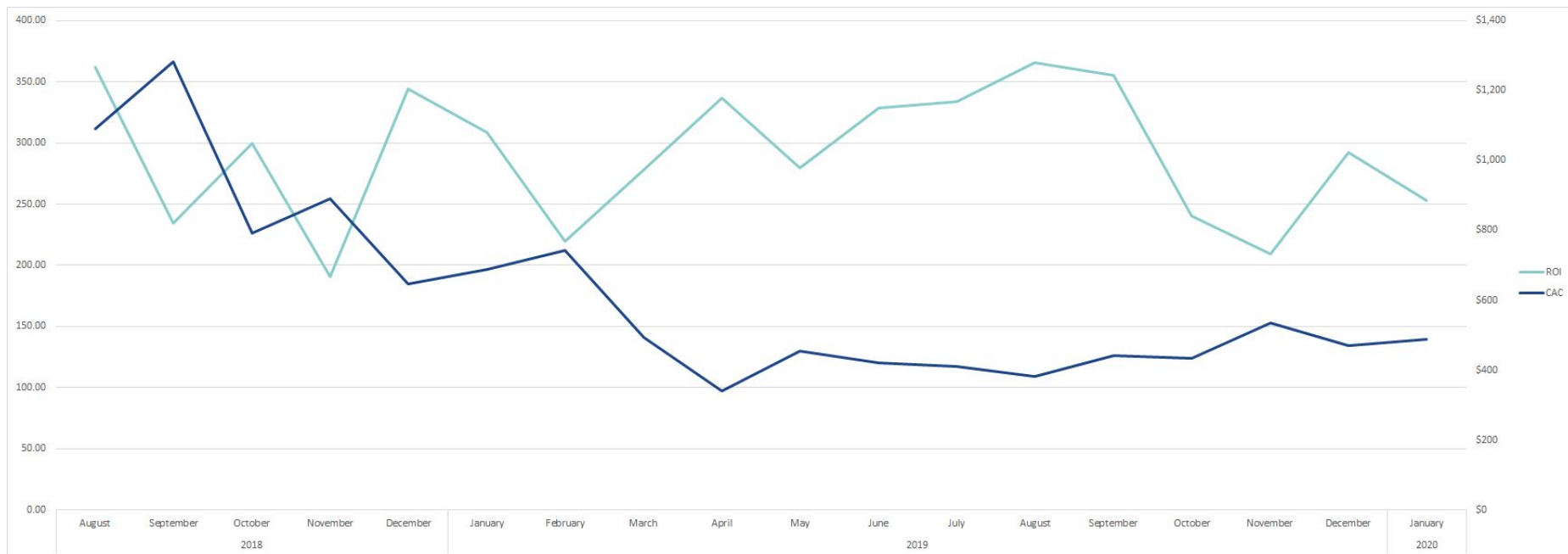


# Results



$\text{fx ROI} = \text{Revenue} / \text{Spend}$  |  $\text{fx CAC} = \text{Spend} / \text{Patients}$

**ROI = 2.9x** | **CAC = \$479**



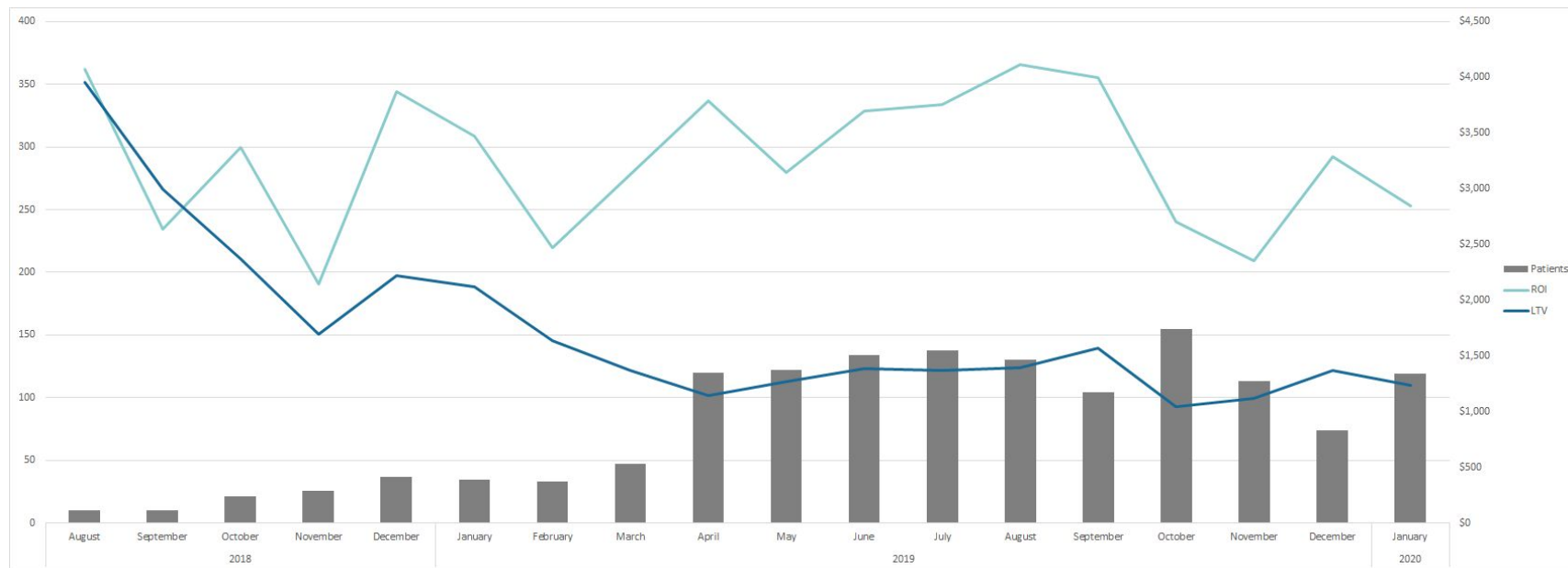


# Results



$\text{fx ROI} = \text{Revenue} / \text{Spend}$  |  $\text{fx LTV} = \text{Revenue} / \text{Patients}$

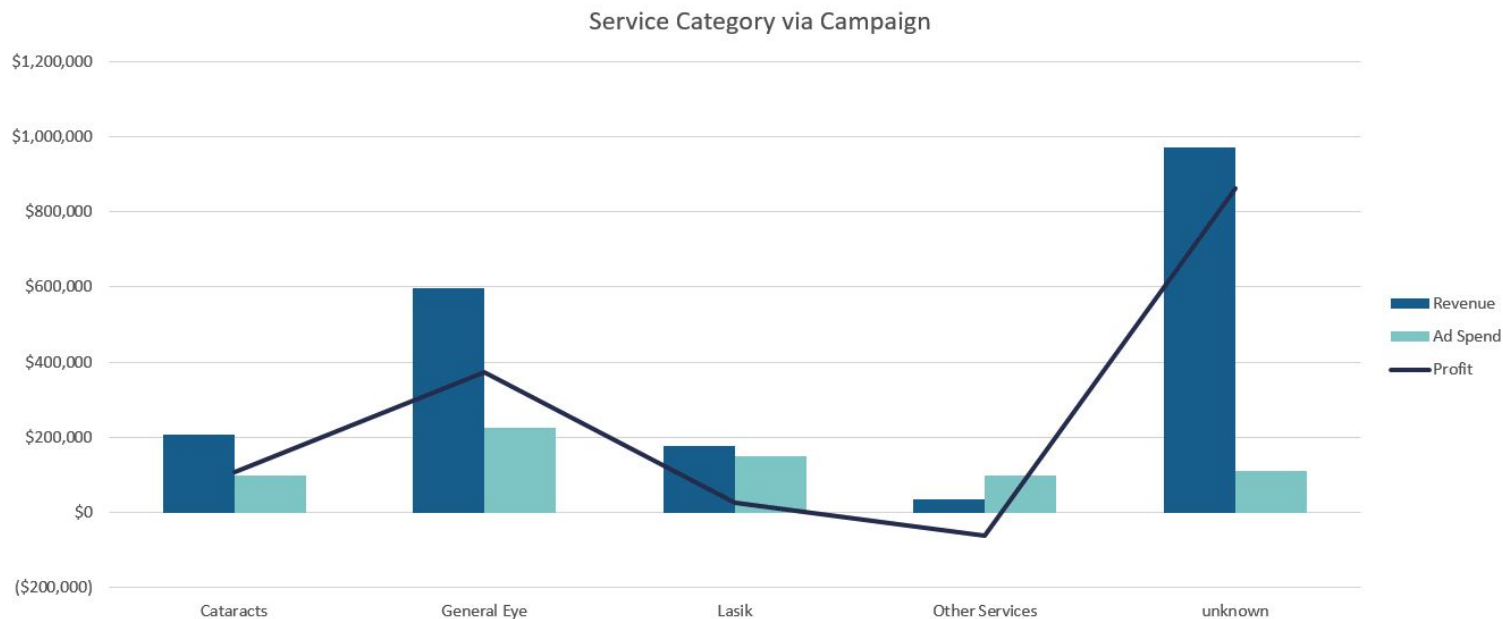
**ROI = 2.9x** | **CAC = \$1391**





# Results x Service

fx **Profit** = revenue - ad-spend





# Results x Service



fx **Profit** = revenue - ad-spend

Other Services:

- Brand
- Competitor
- Dry Eye
- Plastics

Excludes "Unknown"

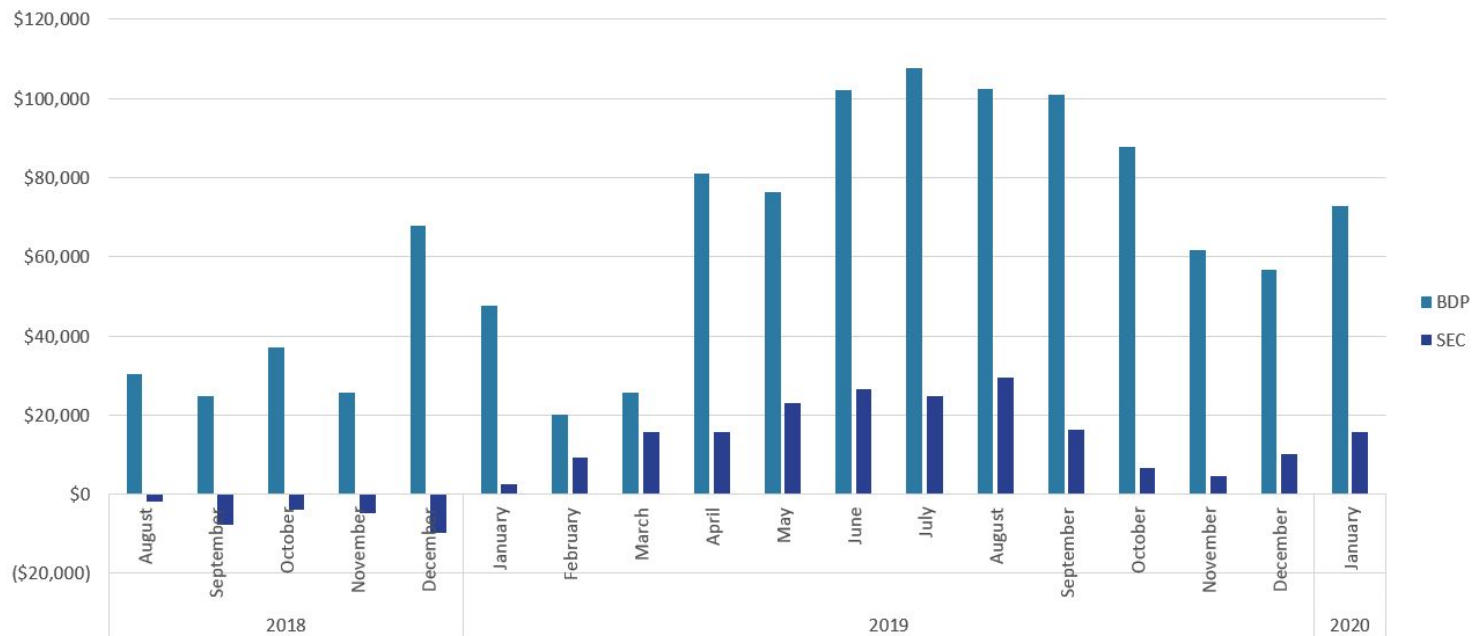
	Y	Z	AA	AB	AC	AD	AE	AF
1		<b>Delta</b>		<b>Service Group</b>				
2		<b>Year</b>	<b>Month</b>	<b>Cataracts</b>	<b>General Eye</b>	<b>Lasik</b>	<b>Other Services</b>	<b>Grand Total</b>
3		2018	August	(\$43)		(\$1,544)	(\$9,326)	(\$10,914)
4		2018	September	(\$1,424)	\$683	(\$2,815)	(\$8,572)	(\$12,128)
5		2018	October	(\$2,090)	\$872	(\$5,745)	(\$8,794)	(\$15,757)
6		2018	November	\$8,187	\$6,891	(\$5,708)	(\$9,725)	(\$355)
7		2018	December	(\$265)	\$8,960	(\$5,924)	(\$11,027)	(\$8,257)
8		2019	January	\$10,404	\$8,126	(\$1,681)	(\$9,453)	\$7,397
9		2019	February	(\$915)	\$7,649	(\$6,537)	(\$2,854)	(\$2,658)
10		2019	March	(\$2,160)	\$3,774	(\$6,315)	(\$3,135)	(\$7,837)
11		2019	April	(\$97)	\$31,975	\$3,421	(\$2,451)	\$32,848
12		2019	May	\$4,481	\$49,371	\$4,624	(\$2,950)	\$55,527
13		2019	June	(\$4,025)	\$40,835	(\$366)	(\$4,088)	\$32,356
14		2019	July	\$13,975	\$44,580	\$15,612	(\$2,473)	\$71,694
15		2019	August	\$19,825	\$19,380	\$12,804	\$11,574	\$63,583
16		2019	September	\$10,534	\$45,645	\$2,502	(\$1,801)	\$56,881
17		2019	October	\$31	\$38,501	\$21,068	\$3,715	\$63,315
18		2019	November	\$28,395	\$11,939	(\$10,028)	(\$401)	\$29,905
19		2019	December	\$23,537	\$25,711	(\$4,026)	(\$1,597)	\$43,625
20		2020	January	(\$6,381)	\$33,065	\$15,144	(\$247)	\$41,580
21		<b>Grand Total</b>		<b>\$101,968</b>	<b>\$377,956</b>	<b>\$24,485</b>	<b>(\$63,605)</b>	<b>\$440,805</b>



# Results x Brand



fx **Profit** = revenue - ad-spend

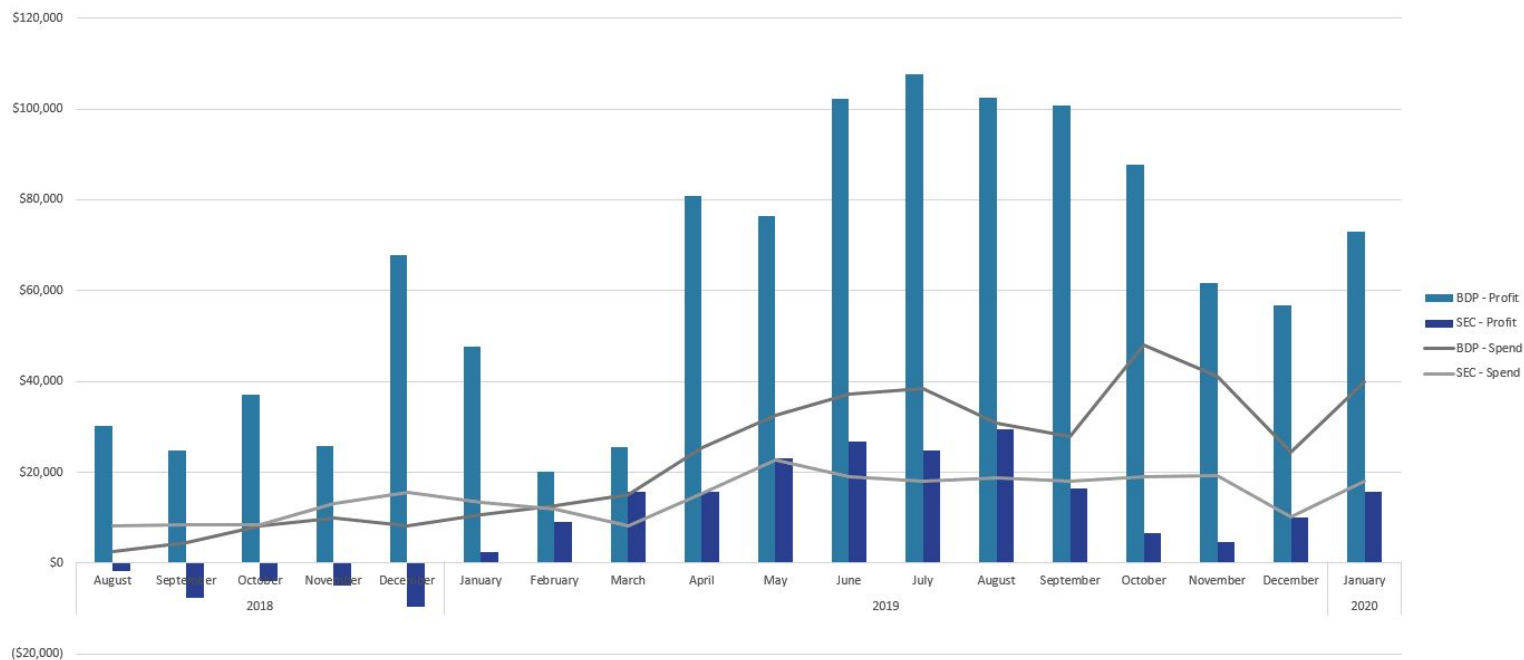




# Results x Brand



fx **Profit** = revenue - ad-spend





**Now What**



## Now What



- Improve the Campaign tracking so we can better understand performance by Service
- Directionally, LASIK and Cataracts campaigns don't perform nearly as well as General Eye. We think in the future one way to improve this is have Marketing involved with Lead Nurture. In the short-term it makes sense to shift Cataracts to General Eye
- SEC doesn't perform nearly as well as BDP, so we really need to look closer to find ways to either improve SEC or allocate less
- Predictive Modeling...



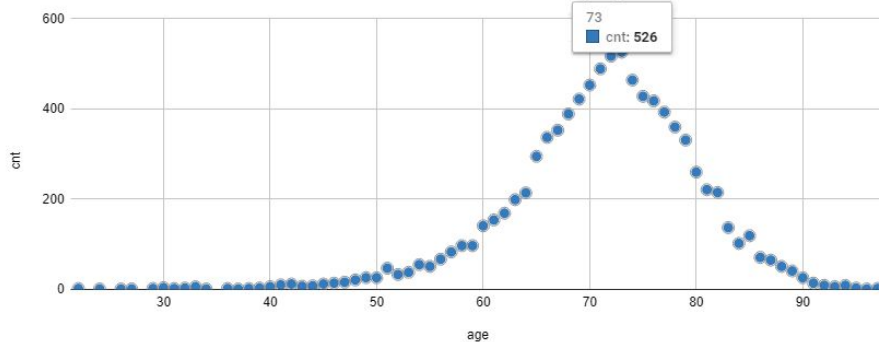


# Now What

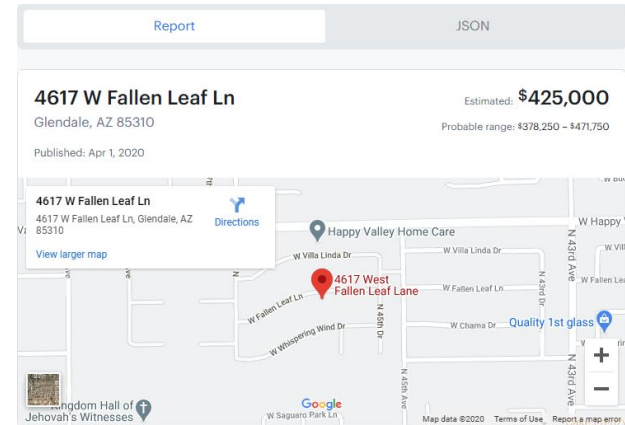


- Predictive Modeling
  - Patient Lifetime Value based on Central Tendency
  - Likelihood to have surgery based on Diagnosis, Age, Gender, Vitals, Cancelled Appt etc.
  - Likelihood to upgrade to advanced technology using home valuation
  - Expected time till LTV and time before they get surgery

Distribution of Cataract Patients by Age



71% likelihood of getting cataract surgery between the ages of 63 : 79



\*Theoretical: patients with a home valuation over 400k are 2 times more likely to upgrade to a Trifocal

